



課 綱 Course Outline

管理學院數位行銷與服務創新國際學士班學士班

中文課程名稱 Course Name in Chinese	程式設計（一）				
英文課程名稱 Course Name in English	Introduction to Computer Programming(I)				
科目代碼 Course Code	DMSI10010	班 別 Degree	學士班 Bachelor' s		
修別 Type	學程 Program	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite					
課程目標 Course Objectives					
This course aims to provide students with a solid foundation in computer programming using the C and Python languages. Students will learn how to write clear codes through a hands-on learning approach. This course is designed for individuals with little to no programming experience. Students will also gain practical programming experience and develop problem-solving skills through small projects and exercises. By the end of the course, students will be able to perform basic programming tasks and have a solid foundation for further exploration of advanced topics.					
系教育目標 Dept.' s Education Objectives					
1	培養結合理論與實務之數位行銷專業人才				
2	培養結合理論與實務之服務創新專業人才				
3	培養多元視野與跨領域整合能力之數位行銷及服務創新專業人才				
系專業能力 Basic Learning Outcomes				課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.' s Education Objectives	
A	具備以資訊技術協助企業運作與商業管理之知識與應用能力			●	
B	具備邏輯思考、問題分析與解決之能力			●	
C	具備溝通協調與團隊合作之能力			○	

D	具備創新思維之能力	○
E	具備國際視野及外語溝通之能力	○
圖示說明Illustration：● 高度相關 Highly correlated ○ 中度相關 Moderately correlated		
課程大綱 Course Outline		
1. Introduction to C and Python. 2. Basic Concepts of Programming: Variables, Data Types, and Arithmetic. 3. Control statements 4. Functions. 5. Sequence: List and Tuples. 6. Dictionaries and Sets. 7. Arrays and Pointers. 8. File Input and Output		
資源需求評估（師資專長之聘任、儀器設備的配合．．．等） Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)		
課程要求和教學方式之建議 Course Requirements and Suggested Teaching Methods		
教學要求及進行方式之建議：投影片講述與程式實作。 修課人數上限40人。 課程成績評定之依據和標準： 期中考與期末考，並配合單元程式習作。		
其他 Miscellaneous		